

6 maintaining an award history database that contains the award transaction
7 information;

8 receiving a request from a selected consumer to redeem at least a portion of the
9 awards earned by the selected consumer; and

10 determining an authentication level required from the selected consumer to
11 redeem the at least a portion of the awards, wherein the authentication level is determined from
12 the award transaction information maintained in the award history database.

1 4. (NEW) The method of claim 3, wherein the step of receiving
2 comprises a step of receiving the award transaction information describing the awards earned
3 by the consumers for participation in the promotion programs, wherein the award transaction
4 information includes indications of authentication provided by the consumers.

1 5. (NEW) The method of claim 4, wherein the step of receiving
2 comprises steps of:
3 providing at least one promotion program to the consumers, wherein at least one
4 consumer participates in the at least one promotion program;
5 authenticating the at least one consumer to determine at least one indication of
6 authentication from the at least one consumer; and
7 including the at least one indication of authentication in the award transaction
8 information.

1 6. (NEW) The method of claim 3, wherein the step of maintaining
2 includes a step of maintaining an award history database that contains the award transaction
3 information, wherein the award history database includes indications of authentication
4 associated with the awards earned by the consumers for participation in the promotion
5 programs.

1 7. (NEW) The method of claim 6, wherein the step of determining
2 includes a step of determining an authentication level required from the selected consumer to

3 redeem the at least a portion of the awards, wherein the authentication level is determined from
4 the indications of authentication maintained in the award history database.

1 8. (NEW) The method of claim 7, wherein the step of determining
2 includes a step of determining the authentication level required from the selected consumer to
3 redeem the at least a portion of the awards, wherein if the transaction history database indicates
4 that the selected consumer has not provided a high level of authentication then the
5 authentication level required from the selected consumer will be determined to be the high
6 level of authentication.

1 9. (NEW) The method of claim 7, wherein the step of determining
2 includes a step of determining the authentication level required from the selected consumer to
3 redeem the at least a portion of the awards, wherein if the transaction history database indicates
4 that the selected consumer has provided a high level of authentication then the authentication
5 level required from the selected consumer will be determined to be a low level of
6 authentication.

1 10. (NEW) A redemption system for use with a network promotion
2 system, wherein the network promotion system provides awards to consumers for participation
3 in promotion programs, the redemption system comprising:

4 a memory for storing award transaction information that describes the awards
5 earned by the consumers for participation in the promotion programs; and

6 a processor coupled to the memory and operable to perform steps of:

7 receiving a request from a selected consumer to redeem at least a portion of
8 the awards earned by the selected consumer that are included in the transaction history
9 database; and

10 determining an authentication level required from the selected consumer to
11 redeem the at least a portion of the awards, wherein the authentication level is determined from
12 the award transaction information associated with the selected consumer that is maintained in
13 the award history database.

1 11. (NEW) The redemption system of claim 10, further comprising a
2 receiver coupled to the memory to receive the award transaction information and to store the
3 award transaction information in the award history database.

1 12. (NEW) The redemption system of claim 11, wherein the award
2 transaction information includes indications of authentication associated with the awards
3 earned by the consumers for participation in the promotion programs.

1 13. (NEW) A redemption system for use with a network promotion
2 system, wherein the network promotion system provides awards to consumers for participation
3 in promotion programs, the redemption system comprising:

4 means for storing award information in a transaction history database, wherein
5 the award information pertains to the awards earned by the consumers for participation in the
6 promotion programs;

7 means for receiving a redemption request from a selected consumer, wherein
8 the selected consumer requests to redeem at least a portion of the awards earned from
9 participation in the promotion programs;

10 means for determining from the award information in the transaction history
11 database, an authentication level required from the selected consumer to redeem the at least a
12 portion of the awards.

1 14. (NEW) The redemption system of claim 13, wherein the means for
2 determining is a means for determining the authentication level required from the selected
3 consumer to redeem the at least a portion of the awards, wherein if the transaction history
4 database indicates that the selected consumer has not provided a high level of authentication
5 then the authentication level required from the selected consumer will be determined to be the
6 high level of authentication.

1 15. (NEW) The redemption system of claim 13, wherein the means for
2 determining is a means for determining the authentication level required from the selected
3 consumer to redeem the at least a portion of the awards, wherein if the transaction history

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